

Possible Marketing Activities **to be Approved for Marion Co. ATC Action Plan**

IMAGE and VISIBILITY

- Update ATC school brochure
- Create Program Information Sheets and include specific information regarding businesses and industries in Marion Co. – **should include salary, benefits, education and skills training requirements, and job openings. (2 types)**
- **Professional Appearance (Teachers and Students)**
 - Rationale: Internal & External promotion –golf shirts, hats, sweatshirts, and pins WHY?
 - Outcome:
 - ***Internal marketing:***
People power - Employee's and student's make up a portion of KY TECH's image.
To build pride within the organization
 - ***External marketing:***
People power - Students are part of KY TECH's image
Actions influence perception -- We can begin to act our way into a new way of thinking. Purchase of items can also be used for promotional, recognition and appreciation activities. Examples include, but are not limited to, steering and advisory committee members, business and industry representatives, town meetings, career fairs, school open-house activities, conferences, etc.
- Statewide Manufacturing Newsletter – highlight Marion Co.
- Create “Message and presentation” for team visits to target audiences.
- “Math-In-CTE” site – (Marion Co. is not currently a site)
- Beautify Classrooms in ATC: See Muhlenberg Co. ATC machine tool NASCAR Theme good news story.
- Posters – **a project has been approved to develop “manufacturing,” “CAD,” and “industrial maintenance technology” posters.** At this time, OCTE can provide welding, automotive technology and health sciences posters for dissemination.
 - To be hung in the central office, high school, ATC, middle and elementary schools, and local industries, stores, offices, etc.
- Student Success Stories – newspaper, radio, TV
 - Development of a Marion Co. ATC web site to promote students –
 - Development of a Marion Co. District page to promote students (all students) and a link to the ATC web site.
 - Is it possible to add a photo on the front page of ATC students?

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Possible Marketing Activities

- Develop National Technical Honor Society (Done at ATC) –
 - Rationale for development of program - to recognize students who demonstrate professionalism and a willingness to go above and beyond normal classroom assignments through exemplary actions.
 - Outcome: Internal and External marketing – Students can be recognized for meeting established criteria.
 - To link student(s) to the Marion Co. ATC. Students help provide KY TECH's image.
 - To create pride in all for the achievements of others.
 - Perceptions influence action - To achieve excellence, people must perceive excellence.
 - Actions influence perception – Marion Co. ATC faculty, staff and administrators care about how students perform.
 - [Example: Harrison Co. ATC](#)
- Teacher Spotlights –
 - Examples: Did You Know? articles
- Professional Development through the district office - Work through Jane Hogan to develop program.
- Newspaper/radio/TV – ongoing promotion of programs
- Integrated academic and technical education curricula – Tech Prep federal dollars can be used to fund curriculum alignment and projects.
 - Tech Prep Showcase***
 - Clark Co. classroom addition
 - Boone Co. ATC – race car
 - Montgomery Co. ATC - airplane
- Creation of substantial integrated exemplary projects to be presented to MCBOE, County Judge Executive, Industrial Foundation, or community that can be displayed in the front of or inside a building.
 - Rockcastle Co. Twin Towers
 - Mason Co. Habitat for Humanity
 - Carroll Co. Bridges
 - Harrison Co. Extreme Makeover Project

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Possible Marketing Activities

- Career and Technical Education Month –February 2007
 - Use a special message promoting CTE Month when you answer your telephones.
 - Encourage elected representatives, including mayors, city managers, and county executives to designate February as CTE Month in your community. The proclamation signing ceremony can serve as a photo opportunity for your school. (Proclamation provided)
 - Public service announcements (PSAs) on every radio station in your community. Each of the PSAs “tagged” with ATC school name as a co-sponsor, creating visibility.
 - Contact local television reporters. Ask them to air stories in February and beyond about career and technical education. Offer to be an on-air expert.
 - Encourage local merchants to announce the date and theme on their marquees, in-store broadcast systems, electronic signs, and cash register receipts.
- Quality Achievement Awards Program – Developed at District level

Recruitment of Students:

- Industrial Foundation Incentive Program
- District wide discussion regarding importance of CTE using board members, educators and industry professionals – Professional Development Activity
- Career Camp(s): IE: summer school students; 6-8 graders; partnering with businesses and industries; inviting parents to attend. **(ACRN – federal funds expected for activity) Good News examples include:**
 - Floyd Co. ATC
 - Harrison Co. ATC
 - Mason Co. ATC
 - Webster Co. ATC
- Integration Projects/curriculum – academic and technical teachers to create projects that blend curricula.
 - Morgan Co. ATC (Got Math?)
 - Shelby Co. ATC (Industrial Maintenance Students Build Trebuchet)
- Create district competitions: academic and technical teachers work with student groups to develop some project that can be judged by business and industry members.
- Competitions – outside district
- Career Fair
 - Paducah ATC
- Safety Day
 - Lee Co. ATC

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Possible Marketing Activities

- Tours of ATC – beginning with 4th grade. **Work toward including specific program areas and at least one “hands-on” activity relating to a science, math, or physical education lesson being taught by the academic instructor.
- Principal works directly with school counselors during enrollment period
 - Provide an opportunity for counselors to visit ATC to meet instructors.
- Education at Work Scholarship – Through Department for Workforce Investment (**Starting point is through OCTE at State Level. Scholarship is in the amount of \$500 for a graduating senior. Student must write an essay and be a client of Dept. for Workforce Investment – this includes ATCs.**)
- Academic Credit for Technical Programs
- Addition of a Counselor
- Addition of a math and English teacher (to help improve CATS scores – is it possible to move one from the high school?)

The impact of this team and its marketing initiative will provide improved communications among all the partners through positive dissemination of information; greater public/program awareness and image building; and improved internal and external marketing efforts.

*Community understanding
Community trust

*Community will become aware of the “New Marion Co. ATC”

*Students will gain a greater appreciation of “the school on the hill”

*Students will gain a greater appreciation of career possibilities

*Students attending the ATC can help bring up CATS scores

*Educators will gain a greater understanding and appreciation of the value of CTE.

*Employers will gain a greater appreciation of the leadership that Marion Co. ATC demonstrates by “Training People for Quality Jobs.”

*Community members will gain a greater understanding and appreciation for the efforts the local school board and administration have taken to raise the level of student success in Marion Co.

60% of tomorrow's jobs start with today's career and technical education! –
Source: ACTE Online (2007)